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What Works in Conservation 2018

Open Book Publishers

7.10. Education and Awareness

Publisher: Open Book Publishers
Place of publication: Open Book Publishers
Year of publication: 2018
Published on OpenEdition Books: 21 March 2019
Serie: OBP collection
Electronic ISBN: 9791036524547



<http://books.openedition.org>

Electronic reference

7.10. Education and Awareness In: *What Works in Conservation 2018* [online]. Cambridge: Open Book Publishers, 2018 (generated 26 avril 2021). Available on the Internet: <<http://books.openedition.org/obp/6641>>. ISBN: 9791036524547.

7.10 Education and Awareness

| Based on the collated evidence, what is the current assessment of the effectiveness of interventions for education and awareness? | |
|---|--|
| Unknown effectiveness (limited evidence) | <ul style="list-style-type: none"> • Educate local communities about primates and sustainable use • Involve local community in primate research and conservation management • Regularly play TV and radio announcements to raise primate conservation awareness • Implement multimedia campaigns using theatre, film, print media, discussions |
| No evidence found (no assessment) | <ul style="list-style-type: none"> • Install billboards to raise primate conservation awareness • Integrate local religion/taboo into conservation education |

Unknown effectiveness (limited evidence)

● Educate local communities about primates and sustainable use

One before-and-after study in Cameroon found that numbers of drills increased after the implementation of an education programme, alongside one other intervention. *Assessment: unknown effectiveness — limited evidence (effectiveness 50%; certainty 0%; harms 0%).*

<https://www.conservationevidence.com/actions/1563>



- **Involve local community in primate research and conservation management**

One before-and-after study in Rwanda, Uganda and the Democratic Republic of Congo found that gorilla numbers decreased despite the implementation of an environmental education programme, alongside other interventions. However, one before-and-after study in Cameroon found that gorilla poaching stopped after the implementation of a community-based monitoring scheme, alongside other interventions. One before-and-after study in Belize found that numbers of howler monkeys increased while local communities were involved in the management of the sanctuary, alongside other interventions. One before-and-after study in Uganda found that a reintroduced chimpanzee repeatedly returned to human settlements despite the involvement of local communities in the reintroduction project, alongside other interventions. *Assessment: unknown effectiveness — limited evidence (effectiveness 50%; certainty 20%; harms 0%).*

<https://www.conservationevidence.com/actions/1565>

- **Regularly play TV and radio announcements to raise primate conservation awareness**

One before-and-after study in Congo found that most reintroduced chimpanzees whose release was covered by media, alongside other interventions, survived over five years. *Assessment: unknown effectiveness — limited evidence (effectiveness 50%; certainty 5%; harms 0%).*

<https://www.conservationevidence.com/actions/1569>

- **Implement multimedia campaigns using theatre, film, print media, and discussions**

Three before-and-after studies in Belize and India found that primate numbers increased after the implementation of education programs, alongside other interventions. Three before-and-after studies found that the knowledge about primates increased after the implementation of education programmes. One before-and-after study in Madagascar found that lemur poaching appeared to have ceased after the distribution of conservation books in schools. One study in four African countries found that large numbers of people were informed about gorillas through multimedia

campaigns using theatre and film. *Assessment: unknown effectiveness — limited evidence (effectiveness 40%; certainty 10%; harms 0%).*

<https://www.conservationevidence.com/actions/1571>

No evidence found (no assessment)

We have captured no evidence for the following interventions:

- Install billboards to raise primate conservation awareness
- Integrate local religion/taboo into conservation education.